

Message Text

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FM AMEMBASSY HELSINKI

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E.O. 11652: N/A

TAGS: BTRA FI

SUBJ: FACILITATIVE ASSISTANCE BY FIELD OFFICES TO
ADVANCE PERSON ANNA-LIISA TOIVIO OF KESKO OY

1. PLEASE NOTIFY FOLLOWING COMMERCE DISTRICT OFFICES THAT MIS ANNA-LIISA TOIVIO (M.SC., NYU), DIRECTOR OF TEXTILE DEPARTMENT OF KESKO, THE LARGE FINNISH WHOLESALE COOPERATIVE, WILL BE CALLING ON THEM NEXT MONTH FOR ASSISTANCE AS ADVANCE PERSON FOR A TWO-WEEK TRIP THAT THE KESKO BOARD OF DIRECTORS AND DIRECTORS OF BRANCH OFFICES (ABOUT 25 PEOPLE) WILL BE MAKING TO USA IN OCTOBER 1974.

2. KESKO IS A WHOLESALE COOPERATIVE OF 16,500 INDEPENDENT RETAILERS WITH A 1973 TURNOVER OF DOLLARS 900 MILLION. U.S. COMPANIES REPRESENTED INCLUDE DEL MONTE, DOLE, WESTINGHOUSE AND HOMELITE. (SEE WTDR DATED 12/72, SERIAL NUMBER 0008400) THE GROUP WISHES TO STUDY NEW DEVELOPMENTS IN U.S. RETAILING BY VISITS TO SHOPPING CENTERS AND OTHER RETAIL OUTLETS.

3. THE GROUP PLANS TO VISIT NEW YORK, CHICAGO, SAN FRANCISCO AND LOS ANGELES. MISS TOIVIO, THE ADVANCE PERSON, WILL ARRIVE IN NEW YORK MAY 16 OR 17, CHICAGO ABOUT MAY 21, SAN FRANCISCO ABOUT MAY 24, AND MAY 27 OR 28 IN LOS ANGELES. HAVING STUDIED IN NEW YORK, MISS TOIVIO KNOWS THAT AREA FAIRLY WELL, BUT WILL SEEK SUGGESTIONS IN CHICAGO, SAN FRANCISCO AND LOS ANGELES AS TO AREAS AND STORES THAT COULD BE VISITED BY THE
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GROUP TO STUDY RETAILING METHODS.

4. IN A PLANNING SESSION AT THE EMBASSY WITH THE COMMERCIAL ATTACHE THIS MORNING, MISS TOIVIO DEMONSTRATED A GOOD KNOWLEDGE OF THE USA AND THOROUGH PREPARATION FOR THIS TRIP. HER ENGLISH IS EXCELLENT AND SHE IS A PERSONABLE AND COMPETENT EXECUTIVE. EMBASSY RECOMMENDS THAT FIELD OFFICES GIVE FULL ASSISTANCE TO MISS TOIVIO.

5. KESKO IS THE LARGEST FINNISH COMPANY IN ANNUAL TURNOVER. SENIOR EXECUTIVES WILL UNDOUBTEDLY BECOME AWARE OF ADDITIONAL U.S. PRODUCT LINES OF INTEREST IN THE COURSE OF THEIR TRIP. PRESIDENT OF KESKO, TAPIO KOSKI, IS ALSO PRESIDENT OF THE INTERNATIONAL CHAMBER OF COMMERCE IN FINLAND.

6. PLEASE ALERT EMBASSY HELSINKI WHEN FIELD OFFICES HAVE BEEN NOTIFIED SO WE CAN INFORM MISS TOIVIO.
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